

- Welcome
- Media Announcement
 - Updated PowerBooks
 - 15” @ 1440 x 900, same as the previous 17 inch
 - 17” @ 1680 x 1050, same as 20” Cinema Display
 - Longer battery life
 - Hot swappable batteries (Since 10.3?)
 - Support for 30” Cinema Display (Not 12”)
 - DVD-RW Superdrives
 - Built in Bluetooth Airport Extreme, Two Finger scrolling, Drop sensor, 512 MB Ram, 80 GB hard drives in the 12/15”, 120 GB in the 17”
 - Shipping Today
 - Price drop of \$200 for the 12”, \$300 for the 15 and 17 inch models
 - 1,499 for the 12-inch model, \$1,999 for the 15-inch model and \$2,499 for the 17-inch model.
 - G5 Update
 - 1MB L2 cache per core
 - Dual Core chips
 - 2.5ghz per core
 - Still dual processor
 - PCI Express
 - Up to 16GB of DDR2 SDRAM at 533MHz, 128-bit
 - Two Gigabit Ethernet ports
 - Mighty Mouse
 - GeForce 6600 (128MB (LE) or 256MB)
 - Pro Cards w/ super specs

- Ships next month
 - \$1999 low end
- Aperture
 - Post production software for photographers
 - Built for professionals
 - End-to-end RAW workflow
 - Powerful system for handling photo management in projects (Backup, versioning)
 - “Non-destructive image processing”
 - Standard editing tools (Exposure, Crop, Sharpen, RGB Mixer, Red Eye correction, noise reduction)
 - Full screen workspace, supports multiple monitors
 - Supports PSD files
 - \$499 and it ships in November
- Apple Online Store shutdown prior to event
- Elsewhere in AppleLand... (From MacNN.com)
 - Two companies (US Modular and Iomega) release 120 GB hard drives
 - USB iMic released
 - iDev Games Contest
 - Possible Australia Music Store
 - Dvorak article states “New tech writers love Macs, Microsoft losing lime-light” gets tons of flak
 - Photoshop and Aperture complement each other, or do they?
 - Video iPod Net profit: About \$143.50
 - iTunes 6.1 released (Stability)
 - Price drop on the Cinema Displays